

**ALLIANCE
NORTHWEST**



**Breakout
Session**

**Market Research for
Government Contracting**



WASHINGTON
APEX
ACCELERATOR

Market Research for Government Contractors

March 2026

Thank You Program Supporters



Washington State
DEPARTMENT OF
ENTERPRISE SERVICES






City of Seattle



What is Market Research?

Market Research = Opportunity Search

-  Helps identify and analyze the current market to determine who buys what you sell
-  Key factor in being competitive - helps figure out the lowest barrier to entry and what goods/service to leverage
-  Part of sales strategy development



Market Breakdown



Government buys at the federal, state and local levels.

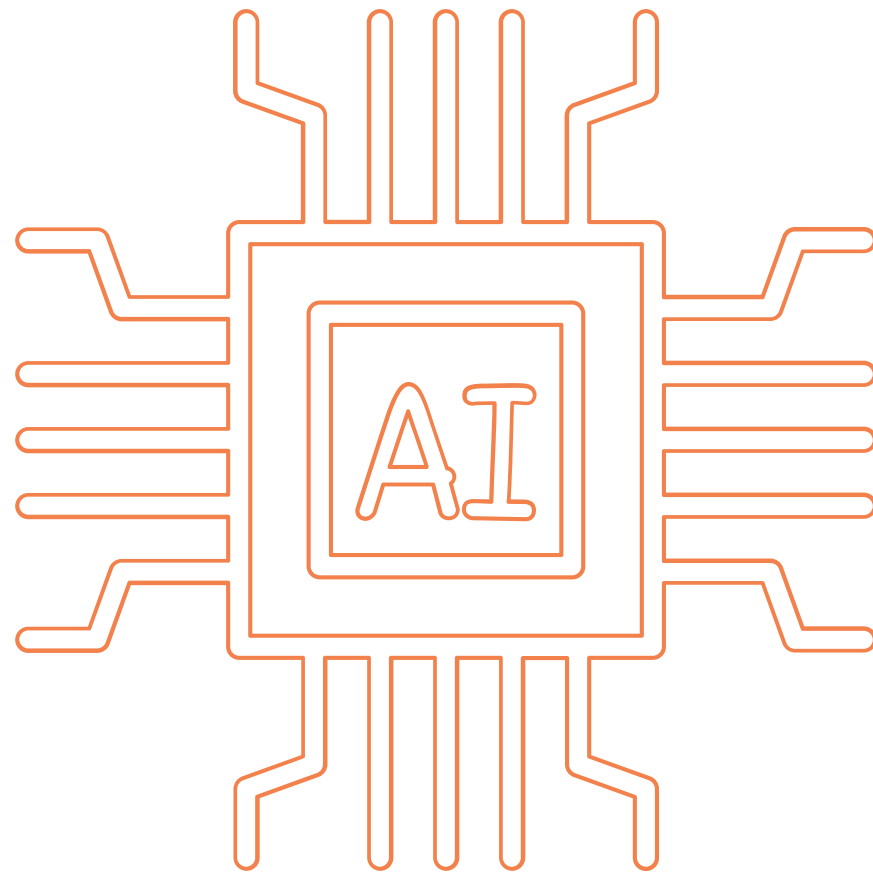
Locally, it's especially important to treat each agency as a single customer – it's fragmented compared to state and federal.

Other things that are different:

- Industry codes: how the government identifies your good/service
- Procurement sites
- Dollar thresholds
- Regulation/oversight/rules
- Certification recognition (added value depending on the agency or prime)



AI & Market Research



AI is steadily being adopted in all avenues of business.

Outsized benefit for business development -- time savings and strategy inputs.

AI can be extremely helpful in your market research process. We will share some prompting strategies at as an appendix of this presentation.

Note - always verify AI outputs for accuracy



Keywords Matter



Starting point for ALL market research.

- Translate to relevant codes ([NAICS](#)/Commodity/PSC/NSN/etc.)
- Help identify historical trends, past awards, and forecasts
- Who is purchasing - narrowing down your search
- Help you focus on your target

Develop a list of relevant keywords. Be sure to utilize existing marketing materials.

Keywords and AI



Using AI requires quality inputs. Define the following:

- Objective – what you’re trying to accomplish
- Role – how the AI should approach the problem

Context

- Input material – marketing materials, human generated keywords, etc.
- Rules & constraints – set parameters to make sure output doesn’t allow scope creep
- Output formatting – how do you want the results listed

Industry Codes (State & Local)

Establishing a set of “codes” to describe what your firm does is the next step

NIGP Codes – These codes are used by local government agencies to categorize and classify products and services. Also referred to as **commodity codes**.



Commodity Codes – A categorization, typically referring to NIGP codes. These codes are used by Washington State agencies and can be cross referenced with NAICS codes when using their procurement portal.

All NIGP codes are Commodity Codes, but not all Commodity Codes are NIGP codes

[Comprehensive list of NIGP/Commodity Codes – 769 pages](#)

*Some local entities use NAICS codes – see on future slide

Industry Codes (Federal)

NAICS Codes – a six-digit code which classifies the industry procurement uses to classify goods and services

[Cross Reference Tool – NAICS to NIGP/Commodity Codes](#) – 45 pages

Product Service Codes (PSC) – a four-digit code that further hones your codes to your product/service within an industry that's Identified by the NAICS code

National Stock Number (NSN) – a thirteen-digit code that identifies a specific product (goods only)

Where to find codes and keywords

NAICS codes - <https://www.census.gov/naics/>

- Pick out words used to describe the code



North American Industry Classification System

Main History Development Partners Federal Register Notices FAQs Reference Files - NAPCS

NAICS Search

Enter keyword or 2-6 digit code
2022 NAICS Search Go

Enter keyword or 2-6 digit code
2017 NAICS Search Go

Enter keyword or 2-6 digit code
2012 NAICS Search Go

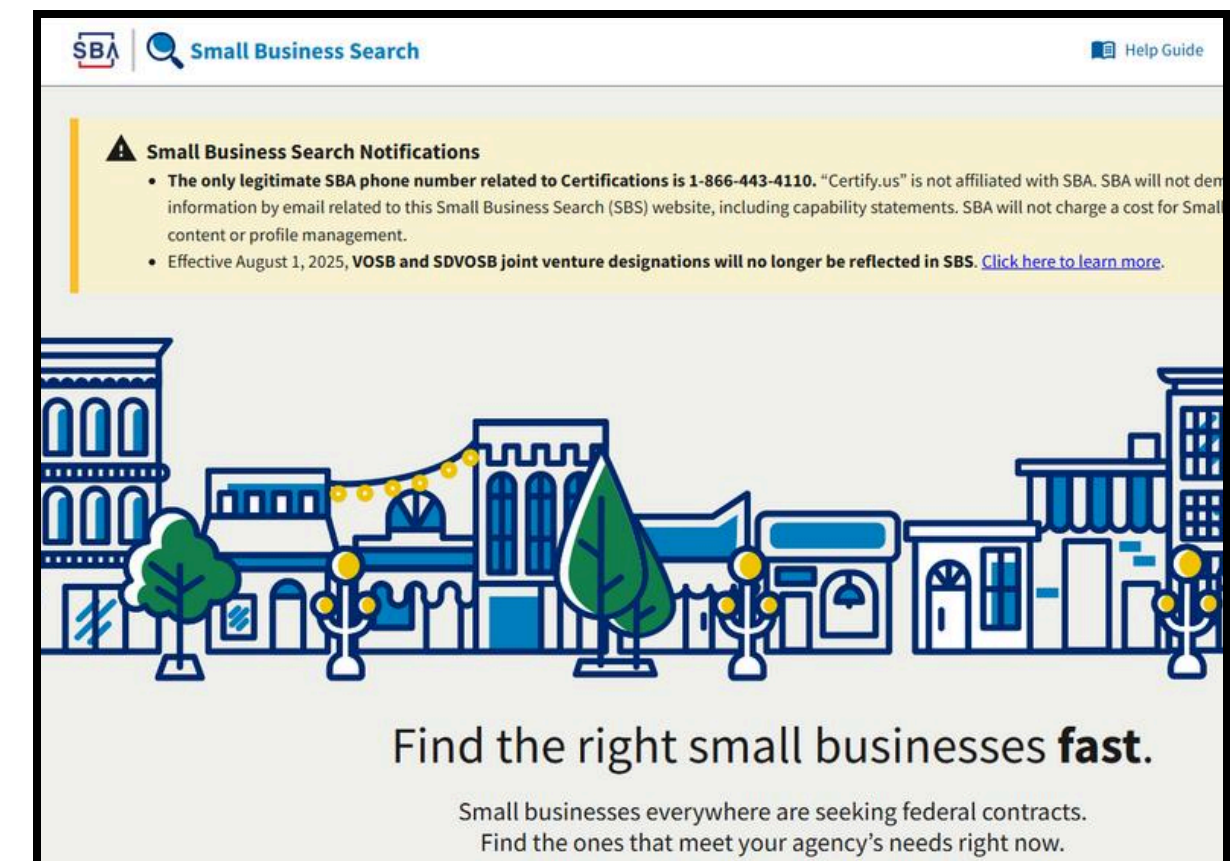
Introduction to NAICS

The North American Industry Classification System (NAICS) is the purpose of collecting, analyzing, and reporting information on the U.S. economy. NAICS was developed under the auspices of the [Classification \(SIC\) system](#). It was developed by the [Instituto Nacional de Estadística y Geografía](#) (INEGI) of Mexico and the [Bureau of Economic Analysis](#) (BEA) of the United States. This official U.S. Government Web site provides tools. Additional information on the background and history of NAICS is available on the [NAICS website](#).

SBA's Small Business Search- [Small Business Search](#)

Create a search using 1 NAICS code

- Review a few of the firms registered for this NAICS code
- Make note of these NAICS codes
- Make note of the keywords they use



SBA Small Business Search Help Guide

Small Business Search Notifications

- The only legitimate SBA phone number related to Certifications is 1-866-443-4110. "Certify.us" is not affiliated with SBA. SBA will not disseminate information by email related to this Small Business Search (SBS) website, including capability statements. SBA will not charge a cost for Small Business Search content or profile management.
- Effective August 1, 2025, VOSB and SDVOSB joint venture designations will no longer be reflected in SBS. [Click here to learn more.](#)

Find the right small businesses fast.

Small businesses everywhere are seeking federal contracts.
Find the ones that meet your agency's needs right now.

Market Research Parameters



There are certain elements of your business that can be seen as parameters when identifying a market.

You'll want to document things like:

- Place of performance (how far are you willing to travel for work)
- Target award amount (what dollar amount range is average for your good/service)
 - Example: if your target award amount is below the micro-purchase threshold, this dramatically alters the priorities you need to consider when developing strategy
- Willingness to subcontract
 - This can help build past performance and develop relationships
 - If willing to subcontract, you'll want to focus on market research from the perspective of the prime

Getting Started with Market Research



Create a list of questions you would like to know about the procurement process

1. Who is the agency currently buying from? (Are they potential primes/partners/competitors – dependent on size of opportunities)
2. How do they buy it?
3. When are they buying it?

Create an organized system to keep your data you find using a program like Microsoft Word or Excel.

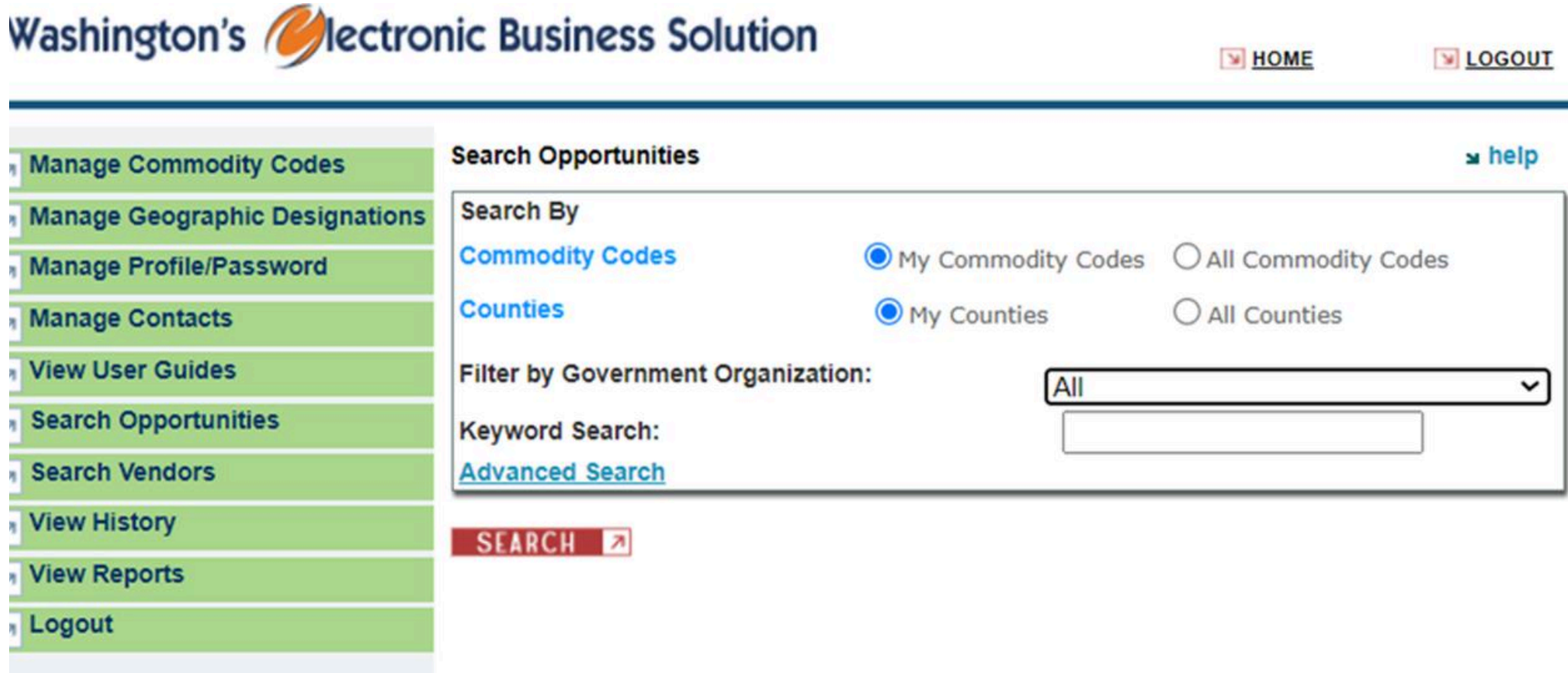


WASHINGTON
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Sources for Contract Data

Using WEBS: WA State's Vendor Portal

[WEBS](#) or Washington's Electronic Business Solution is the state's vendor portal AND a great tool to do market research.



Search Reports

Click on View Reports -> Award Information Summary to get to the search page.

Create filters

- You can select 'ALL' for Organization and Solicitation Type or search the drop down for a more specific search.
- Select 'Archived' for the Status field
- Leave Beginning and End Dates as is or select a specific time period
- Search by Commodity Codes or keywords
- Click View Report

Report Viewer BACK

Organization	<ALL>	Solicitation Type	<ALL>	<input type="button" value="View Report"/>
Status	Archived	Beginning Date	1/1/2003 12:00:00 AM	
End Date	12/21/2024 12:00:00 AM	Commodity (code or keyword, comma separated)		



Opportunities

2) Search Opportunities for current, open bids

- To search opportunities and view bid documents, you must be logged into WEBS
- Search by keywords and/or select the Advanced Search function to create a more targeted search.

Search Opportunities [help](#)

Search By

Commodity Codes My Commodity Codes All Commodity Codes

Counties My Counties All Counties

Filter by Government Organization:

Keyword Search:

[Advanced Search](#)

SEARCH

- Manage Commodity Codes
- Manage Geographic Designations
- Manage Profile/Password
- Manage Contacts
- View User Guides
- Search Opportunities
- Search Vendors
- View History
- View Reports
- Logout

Search For Solicitations : [help](#)

Fill out the fields below to filter Solicitations.

Organization Name

Solicitation Keywords

County
(To select more than one option, hold down 'ctrl' or 'cmd'.)

Solicitation Status

Filter by my commodities

Do not filter by commodities

Filter by commodities using these codes/keywords

Date Range Enter in a date range to search for Solicitations posted within a certain period of time

/ / 2024

Solicitation type

Open or Selective

Opportunities Search Results

Clicking on the link to the opportunity will show you key information about the bid including...

- Short project description
- Due date
- Procurement Specialist Name & Contact
- Commodity Codes
- Counties
- Interested Vendors
- Bid Documents – RFP, Amendments, Q&As

Field Trip! Do an [opportunity search](#)!

Vendor Search

Learn about your competition or find businesses to partner or team with.

Search by...

- Name
- Location
- Keywords or commodity codes
- Small business type
- Counties

You will be able to access...

- Contact information
- Industry(ies)
- Geographic areas serving

Do a search based on one of your businesses!



Search For Vendors who have checked yes in WEBS to share their contact info : [help](#)

Identify search criteria using any combination of filters below

Vendor Name

City State Zip

[Search By Commodity Code\(s\)](#)

Search for commodity codes
Enter in a keyword or keywords for your search criteria. Click "Search Commodity Codes" to execute the search. Click the boxes next to the commodity codes and click "Save" to add them to the vendor search.

Search by Keyword or Code: [Search Commodity Codes](#)

or Search by Category:

You must click "search commodity codes", then select and save specific codes prior to moving forward. Otherwise, your search results will not include the above criteria.

All Diversity Types (OMWBE, Small Business, Veteran-Owned)

OR

OMWBE (Office of Minority and Women-Owned Business Enterprises) status
(This selects those OMWBE-certified businesses in WEBS. To search all OMWBE certified businesses regardless of WEBS registration status, see [Directory of Certified Firms](#)).

Minority Owned Woman Owned Minority and Woman Owned

Self-Certified Washington Small Business

Micro Business Mini Business Small Business

Washington Certified Veteran-Owned Business

Counties

Mining Data from Statewide Contracts

- Leverage state’s collective buying power for Goods & Services
- Allow agencies to buy directly from over **1,500** vendors from over **170** active contracts.
- Businesses participate in a competitive bid process to earn their spot on a statewide contract.

All Active Contracts

Showing 1 to 172 of 172 Contracts

Show: All Contracts Per Page. [Export to Excel](#)

Contract Number	Contract Title	Effective Date	Term Date	OMWBE Certs	Small	Veteran	Considerations & Preferences	Green
01620	BUSINESS CONSULTING SERVICES	03-01-2022	02-29-2028	MW,M,W				
08215	INFORMATION TECHNOLOGY PROFESSIONAL SERVICES	02-01-2016	02-01-2027	MW,M,W				
14822	IT PROJECT MANAGEMENT SERVICES	04-01-2024	04-01-2028	MW,M,W				
20422	COMMUNICATIONS AND MARKETING SERVICES	03-01-2024	02-28-2026	MW,M,W				



Who Uses Statewide Contracts?

State Agencies

Required to use statewide contracts unless it cannot fulfill the agency needs.

Other Agencies/Orgs

1,750 Orgs have signed a [Contract Usage Agreement](#) to be able to make purchases.



Organizations with current contract usage agreements

This is a list of organizations that signed a contract usage agreement to use statewide and cooperative contracts. Find more information about [how to use statewide contracts](#).
Members of the state of [Oregon Cooperative Procurement Program \(ORCPP\)](#) may also be eligible to use Washington statewide contracts if ORCPP is listed as an authorized user in the contract.
Organizations are listed in alphabetical order. If you can't find the organization you are looking for, you can search by keyword.
This page is refreshed daily. For questions, contact contractingandpurchasing@des.wa.gov or call: 360.407.2210
Organizations with the name in red text indicate a new contract usage agreement within the last 3 months.

Showing 1 to 1,750 of 1,750 Orgs

All Orgs Per Page.

Search Orgs:

Org Name	Org #	Account #	Old MCUA	New CUA	Org Type
SUPERINTENDENT OF PUBLIC INSTRUCTION	350			2024CUA19	AGY
COWLITZ COUNTY FIRE DISTRICT 1	30801	F01		2024CUA729	DIS
EDMONDS SCHOOL DISTRICT	38401			2024CUA1326	SCH
GAMBLING COMMISSION, WASHINGTON STATE	117			2024CUA49	AGY
GRANT COUNTY HEALTH DISTRICT	39315			2024CUA691	DIS
KING COUNTY FIRE DISTRICT 27	31700	F27		2024CUA725	DIS

How is this Related to Market Research?



Discover Valuable Market Intel

- Identify what state agencies are buying
 - Active Contracts
 - Planned Procurements
- Scopes of Services and Product Types
- Pricing
- Contract Timelines
- Procurement Specialist Contacts
- Your Competition
- Subcontracting Opportunities
- Procurement Preferences (i.e. green products)
- Planned Procurements

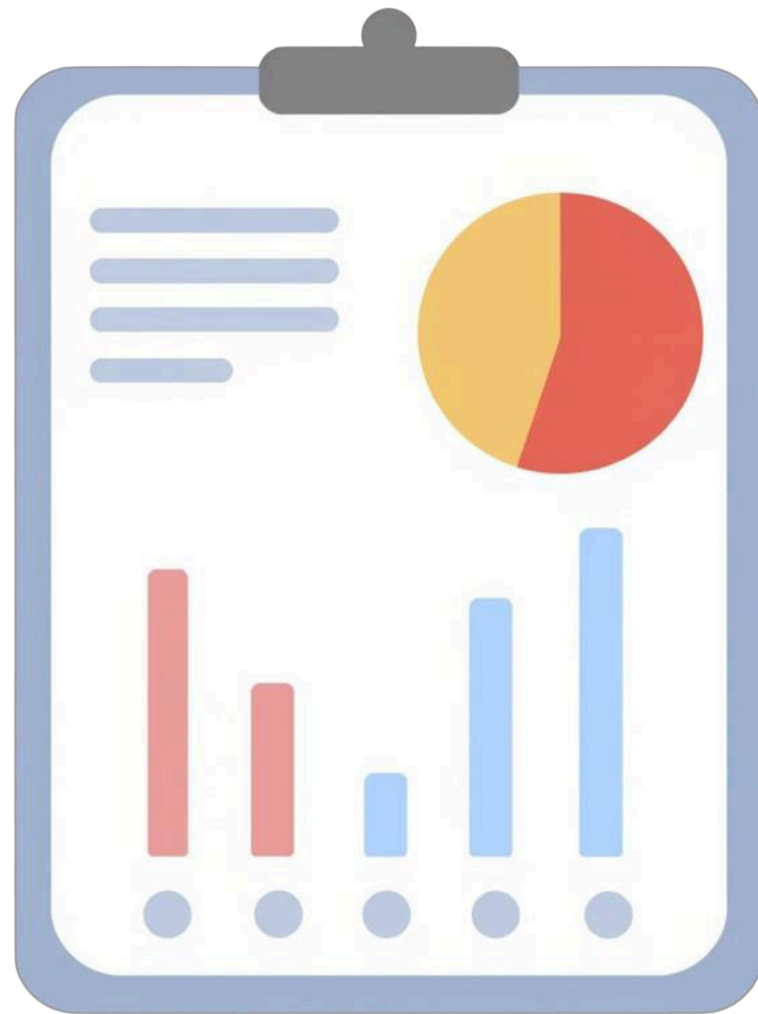
Field Trip! Active Statewide Contracts Page

Field Trip! Planned Procurements Page

Historical Spending & Purchasing Forecasts



Award Data



[Data.wa.gov](#)

Provides procurement and contracts datasets showing agency purchases, amount spent, company awarded, contract type, business status. Includes [Statewide Contract Data](#), [Agency Contracts for Fiscal Years](#), and [Agency Spend with Amazon](#).

[Fiscal.wa.gov](#)

Includes resources for Washington State spending:

- Payments by Agency (Open Checkbook)
- Spending by Biennium
- Historical Spending Trends
- Distributions to Local Agencies

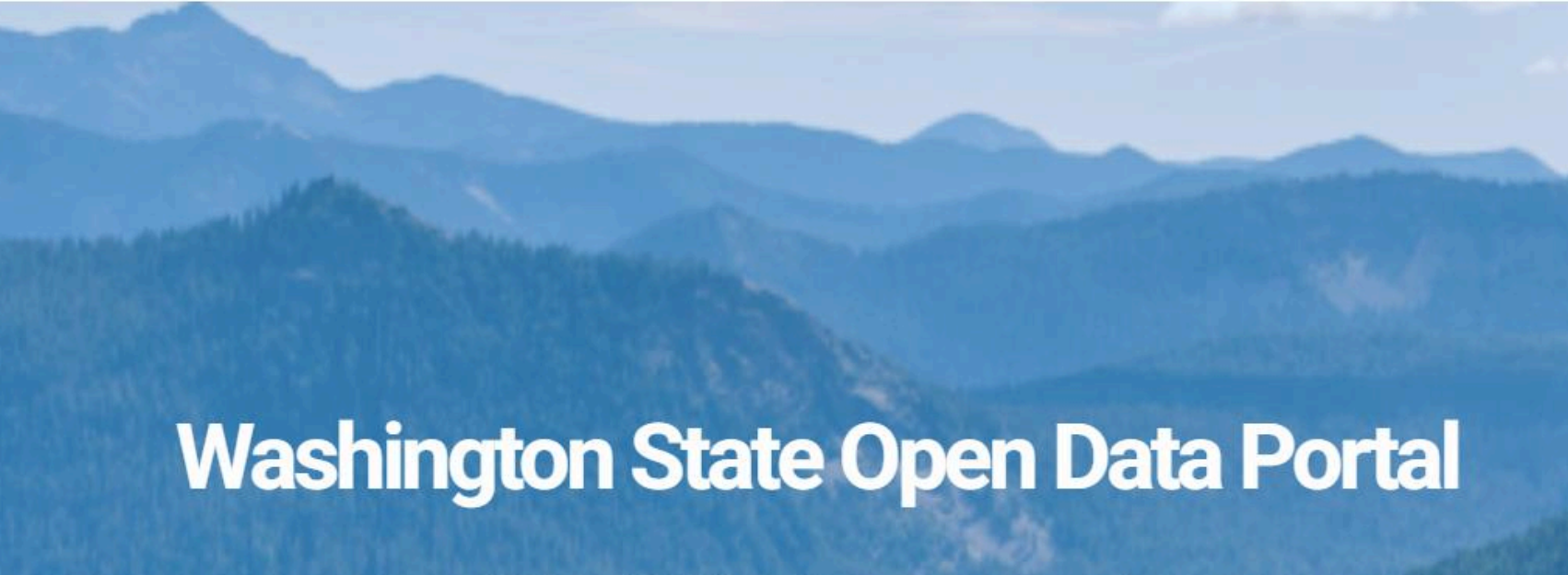
[State Agency Contracts](#)

Includes Active Contracts Data including current pricing, competition, products/services purchased

Data.wa.gov

data.wa.gov
the official Washington state open data portal

Contact Us User Resources



Washington State Open Data Portal

Free public data published

Topics

Datasets are tagged with terms and categories to help you learn about different topics. Explore them below. You can also view all data.

 Health	 Politics	 Environment	 Labor
 Demographics	 Transportation	 Consumer Protection	 Procurement & Contracts
 Education	 Public Safety	 All Data	 Culture & Community



Data.wa.gov

[Statewide Contract \(Master Contract\)](#)

[Sales Data by Customer, Contract, Vendor](#) - Total Spend = 2.6B

[All State Agency Contracts - FY 2023](#) - Total spend = \$20.7B

This report shows spending by agency, sellers/contractors, Purpose of the contract, type of contract, term length.

[Amazon Sales](#)

- There is a Washington State Amazon Business Account
- The state started publishing Amazon sales data around 2018
- The report is based on State Fiscal Year which is July 1 to June 30

Data.wa.gov – Amazon Spend

[State Agency Amazon Spend FY 25 - Total spending = \\$59M \(up 12% from 2023\)](#)

Agencies Spending the Most

Agency Name	Sum of Payment Amount
CHILDREN YOUTH AND FAMILIES DEPT OF	\$26,655,804.20
SOCIAL AND HEALTH SERVICES DEPARTMENT OF (DSHS)	\$11,914,467.92
CORRECTIONS DEPARTMENT OF	\$4,359,825.38
NATURAL RESOURCES DEPARTMENT OF	\$3,574,043.98
FISH AND WILDLIFE DEPARTMENT OF	\$3,034,537.17

Top Sellers

Seller Name	Sum of Payment Amount
Amazon	\$16,408,529.83
Amazon.com	\$15,215,647.78
Covacure	\$679,606.20
GLOSEN	\$394,482.80
ISCP - Makers of Vaultz, Snap-N-Store and Find It	\$330,787.69

Top Product Categories

Product Category	Sum of Payment Amount
Baby Product	\$8,258,216.55
Health and Beauty	\$6,486,173.03
Kitchen	\$4,644,126.23
Home Improvement	\$4,016,352.40
Beauty	\$3,315,520.99

https://data.wa.gov/dataset/State-Agency-Amazon-Spend-Fiscal-Year-25/iss-h7ewj/about_data



Fiscal.wa.gov



This website improves public access to state fiscal data, reports, charts, and maps.

<https://fiscal.wa.gov/>

State Spending

Reports and charts for payments by state agencies, spending by biennium, historical spending, distributions to local entities, and contracts.

State Spending ▼

Spending Reports and Documents

[Payments by State Agencies \(Open Checkbook\)](#)

[Spending by Biennium](#)

[Historical Spending Trends](#)

[Distributions to Local Entities](#)

[Spending Object & SubObject Definitions \(PDF\)](#)

External Resources

[Checkbook Information/FAQ](#)

[State Agency Contracts](#)



Purchasing Forecasts by Agency

Purchasing forecasts help businesses identify future opportunities and respond more competitively. State agencies are expected to post a purchasing forecast for the next year by October 1. [OMWBE provides direction](#) to agencies on how to prepare a forecast.

Forecasts are posted to each agency's purchasing page and have been compiled and posted on [Business.wa.gov](https://business.wa.gov).



Plan Ahead with Agency Forecast Reports

- The links below go to each agency's purchasing forecast report.
- These reports list possible purchases the agency may make from **July to June** of the next fiscal year.
- Agencies update their reports **every year by October 1**.
- Information is subject to change. Contact the agency directly if you have questions.

Staying Local? How to Target Local Agencies

Finding local procurement data is a challenge

- Data Fragmentation
- Variability in data formats and reporting standards
- Limited access without authorization or registration
- Delays in data updates and availability
- Difficulty navigating and utilizing search tools effectively



Understand the Local Market

Similarities with State Market

- Typically use state codes (commodity codes)
- Some overlap in external posting sites
- State law drives a lot of procurement policy at the local level
- After that, everything is very fragmented – everyone uses different portals....if they have a portal. Here are a few.

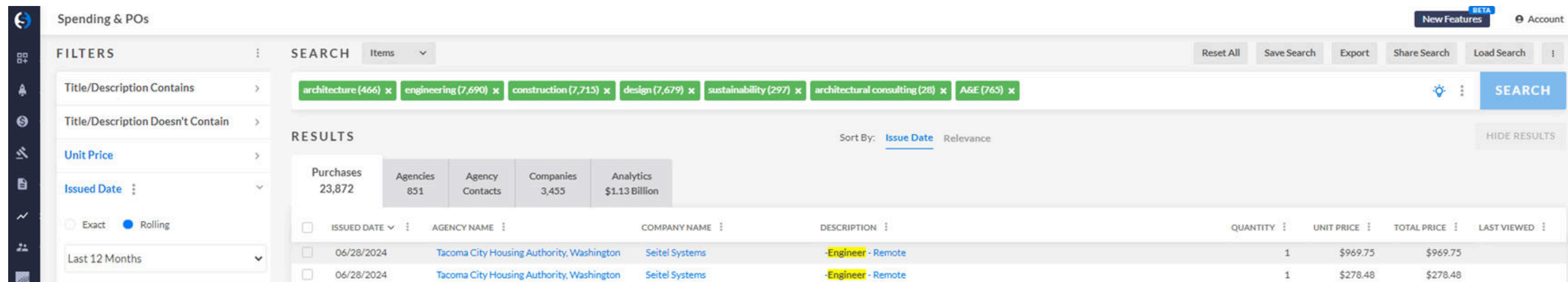


VendorConnect

 OPENGOV

Getting Started

Washington APEX Accelerator: APEX uses [GovSpend](#) to search Purchase Order data of local agencies. Businesses can too, but requires a subscription.



The screenshot displays the GovSpend search interface. On the left, there are filter options for 'Title/Description Contains', 'Title/Description Doesn't Contain', 'Unit Price', and 'Issued Date'. The search bar contains several filters: 'architecture (466)', 'engineering (7,690)', 'construction (7,715)', 'design (7,679)', 'sustainability (297)', 'architectural consulting (28)', and 'A&E (765)'. The search results are sorted by 'Issue Date' and show a table with columns for 'ISSUED DATE', 'AGENCY NAME', 'COMPANY NAME', 'DESCRIPTION', 'QUANTITY', 'UNIT PRICE', 'TOTAL PRICE', and 'LAST VIEWED'. The results table shows two entries for '06/28/2024' from 'Tacoma City Housing Authority, Washington' for 'Seitel Systems', both with a description of '-Engineer - Remote'.

ISSUED DATE	AGENCY NAME	COMPANY NAME	DESCRIPTION	QUANTITY	UNIT PRICE	TOTAL PRICE	LAST VIEWED
06/28/2024	Tacoma City Housing Authority, Washington	Seitel Systems	-Engineer - Remote	1	\$969.75	\$969.75	
06/28/2024	Tacoma City Housing Authority, Washington	Seitel Systems	-Engineer - Remote	1	\$278.48	\$278.48	

Target agencies in your market and search their website

Common words to find an agency purchasing page

- Doing business with
- Procurement
- Public Works
- Purchasing

City of Bellingham Purchasing Webpage



English

Home Government Services

Home > Services > Business

City Purchasing



Procurement Process

Information on participating in the procurement process



Bids and Request for Proposals (RFPs) Portal

Documents for bidding on goods, services or construction opportunities and related awards



Attending Bid Openings

Sign in process, visitor badges and directions

Resources

[Purchasing Contacts](#)

[Supplier Guide](#)

[Living Wage](#)

[Title VI Notice](#)

[Insurance Certificate Endorsements](#)

[City Contracts](#)

[Bid Portal](#)

Contacts

Finance Department

Purchasing & Contracts Division



City of Bellingham Portal

cob.org/services/business/purchasing



Home > Services > Business

City Purchasing

The city uses ProcureWare

Bids

0 MY SUBMITTED BIDS

0 MY BIDS IN PROGRESS

5 BIDS POSTED LAST 30 DAYS

2 BIDS DUE WITHIN 7 DAYS

Number of days closed and cancelled bids are visible: 180

Amount of time awarded bids are visible: 50 years

BIDS (541 records)

NUMBER:

TITLE:

STATUS: Open for Bidding Closed to Bidding Awarded Cancelled

BID CATEGORIES: [edit filter - select mine](#)

1 2 3 4 5 6 7 8 9 10 ... 50 items per page (larger numbers of items per page take longer to render) 1 - 50 of 541 items

NUMBER	TITLE	STATUS	BID TYPE NAME	CONTACT INFORMATION	AVAILABLE DATE	CLARIFICATION DEADLI...	DUE DATE	AWARD DATE	AWARDEE LIST	PROCESS	CATEGORIES	PRICE RANGE
57B-2024	Flow and Habitat Evaluation Tool	Open for Bidding	Request for Qualifications (RFQ)		7/26/2024 7:30 AM	8/5/2024 4:00 PM	8/13/2024 12:00 AM			One Step Unsealing	918-81, 926-00, 906-29...	
46B-2024	Little Squalicum Park Pier Rehabilitation	Open for Bidding	Invitation for Bid, Request a Quote		6/20/2024 7:00 AM	7/30/2024 4:00 PM	8/7/2024 11:00 AM			Offline	210-00, 285-00, 570-50...	\$1,500,000 - \$2,000,000
53B-2024	Neighborhood Overlays	Open for Bidding	Invitation for Bid, Request a Quote	bids@cob.org	7/17/2024 7:30 AM	7/31/2024 4:00 PM	8/7/2024 11:00 AM			Offline	750-00, 913-00, 912-76...	\$1,900,000 - \$2,200,000
48B-2024	Exterior Window Cleaning at City of Bellingham Commercial Buildings	Open for Bidding	Request for Proposal (RFP)		7/16/2024 7:30 AM	7/29/2024 4:00 PM	8/6/2024 11:00 AM			One Step Unsealing	910-03, 910-04, 910-70...	



Best Practices for Local Agency Market Research

Without access to spend data, focus on your place of performance and target local agencies by size and relevancy (do school districts make more sense than ports for your good/service?)

- Based on research, register on targeted agency Portals: To maximize opportunities, register on all **relevant** portals used by your targeted local government agencies.
- Set Up Notifications: Enable notifications on these portals to receive alerts about new bid opportunities that match business capabilities.
- Maintain Updated Profiles: Ensure your vendor profiles on these portals are complete and up-to-date to increase your chances of being selected for contracts.
- Attend Pre-Bid Meetings: Participate in pre-bid meetings and vendor outreach events to network with procurement officials and better understand project requirements.
- Understand the Requirements: Familiarize yourself with each portal's registration process and bidding requirements to streamline your responses to solicitations.

Construction Opportunities

Register in WEBS

- Notifications
- Access bids from state agencies, some local government and educational institutions
- Research past awards

State Construction Projects

DES Construction for Contractors



DES Washington State DEPARTMENT OF ENTERPRISE SERVICES

EAP | Capitol Campus

Search

Purchase Sell to the State Services Policies & Legal About

Home > Services > Facilities and Leasing Management > Construction (For Contractors)

Construction (For Contractors)

Public Works Bidding

DES uses a public procurement [bidding portal \(Euna Procurement\)](#) that allows you to submit bids and statements of qualifications and proposals to DES online.

[Register now on Euna Procurement portal](#)

WSDOT

- [Competitive Bids](#)
- [Bid Results](#)
- [Active Contracts Sorted by Contract Number](#)
- [Forecast](#)

Where Opportunities are Advertised

DJC – Daily Journal of Commerce – www.djc.com

Builders Exchange – free for basic searches – www.bxwa.com

Counties & Cities – **their own procurement portals** (ie: Procureware or Bonfire)



State A&E Consulting Contracts

[DES Architecture, Engineering & Design for Consultants](#)

- Consultant selection based on anticipated project fees:
- \$350,000 or below: Consultants selected from firms in the [A/E Reference File](#)
- Greater than \$350,000: Projects advertised. Consultants who submit qualifications in response to the advertisement will be considered for selection.
 - **Phase I:** Panelists consider the consultant's written submittals and brochures, previous experience on state projects, and any listed or unlisted references.
 - **Phase II:** Firms short-listed will be interviewed by the selection panel and scored against criteria developed specifically for the project.

DES Posts Small Works and A&E Bid Opportunities on Bonfire/Euna

DES Procurement Portal

Procurement Portal
Washington State Department of Enterprise Services



Open Public Opportunities
For Official Use Only

Past Public Opportunities

My Opportunities

Status	Ref. #	Project	Close Date	Days Left	Action
OPEN	2026-011	RFQ Phase 1: DCYF - Added JR Bed Capacity - Department of Children Youth & Families	Sep 3rd 2025, 2:00 PM PDT	4	View Opportunity
OPEN	2026-007	RFQ Phase 1: DCYF - Statewide Facilities Masterplan Update - Department of Children Youth & Families	Sep 3rd 2025, 2:00 PM PDT	4	View Opportunity
OPEN	2022-746 G (4-1)	BID - CDHY - Northrop Building Modernization - Center for Deaf & Hard of Hearing Youth	Sep 9th 2025, 1:00 PM PDT	9	View Opportunity
OPEN	2024-427 H (1-2)	BID - DSHS - ESH - Westlake Window Replacement - REBID - Dept of Social & Health Services	Sep 9th 2025, 1:00 PM PDT	9	View Opportunity
OPEN	2026-828	RFQ: SPSCC - On-Call Campus Architect(s) - South Puget Sound College	Sep 9th 2025, 2:00 PM PDT	10	View Opportunity
OPEN	2024-551 G (1-1)	BID - RTC - Medium Voltage Transformer Replacement - Renton Technical College	Sep 10th 2025, 1:00 PM PDT	10	View Opportunity
OPEN	2025-053 G (2-1)	BID - DES - LSS Relocation Project - Dept. of Enterprise Services	Sep 10th 2025, 1:00 PM PDT	10	View Opportunity



Labor & Industries Intents & Affidavits

<https://secure.lni.wa.gov/wagelookup/searchforms.aspx>

This is a great place to find out who is currently working on public works construction jobs.

Create a business development list

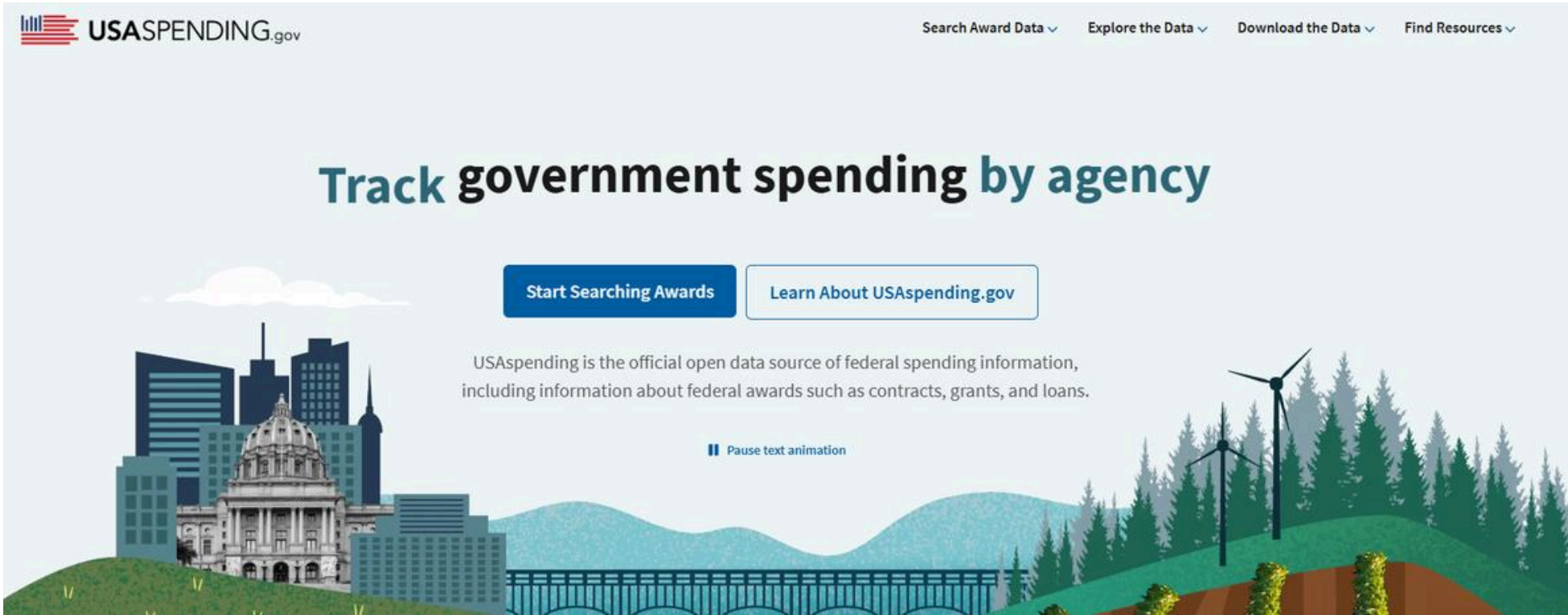
- Filing Company
- Agency Name
- Project Name
- Contract Amount
- City Name
- Work Start Date
- Company UBI
- Prime Contractor
- Contract #

The screenshot shows the Washington State Department of Labor & Industries website. The header includes the department name, navigation links for Contact, My L&I, Sign In, and a Search L&I box. Below the header is a menu with categories: Safety & Health, Claims, Patient Care, Insurance, Workers' Rights, and Licensing & Permits. The main content area is titled "Search Prevailing Wage Intents and Affidavits" and contains a search form with fields for Intent Id, Affidavit Id, and Combined Form Id, each with a "Get" button. Below this is a section for "Enter your search criteria in one or more values below" with various filters including Form Type (Intents), UBI, Contractor Registration Number, Contract Number, County (Whatcom), Trade (Select Journey Level Trade), Bid Due Date (From: 01/01/2024, To: 03/31/2024), Contract Award Date, Document Received Date, Company Name, Public Agency Name, Project Name, and Prime Contractor Name. At the bottom of the form are buttons for Search, Download Data, and Reset Form, along with a "Sort By Field" dropdown set to Affidavit Id. Below the form is a table with the following data:

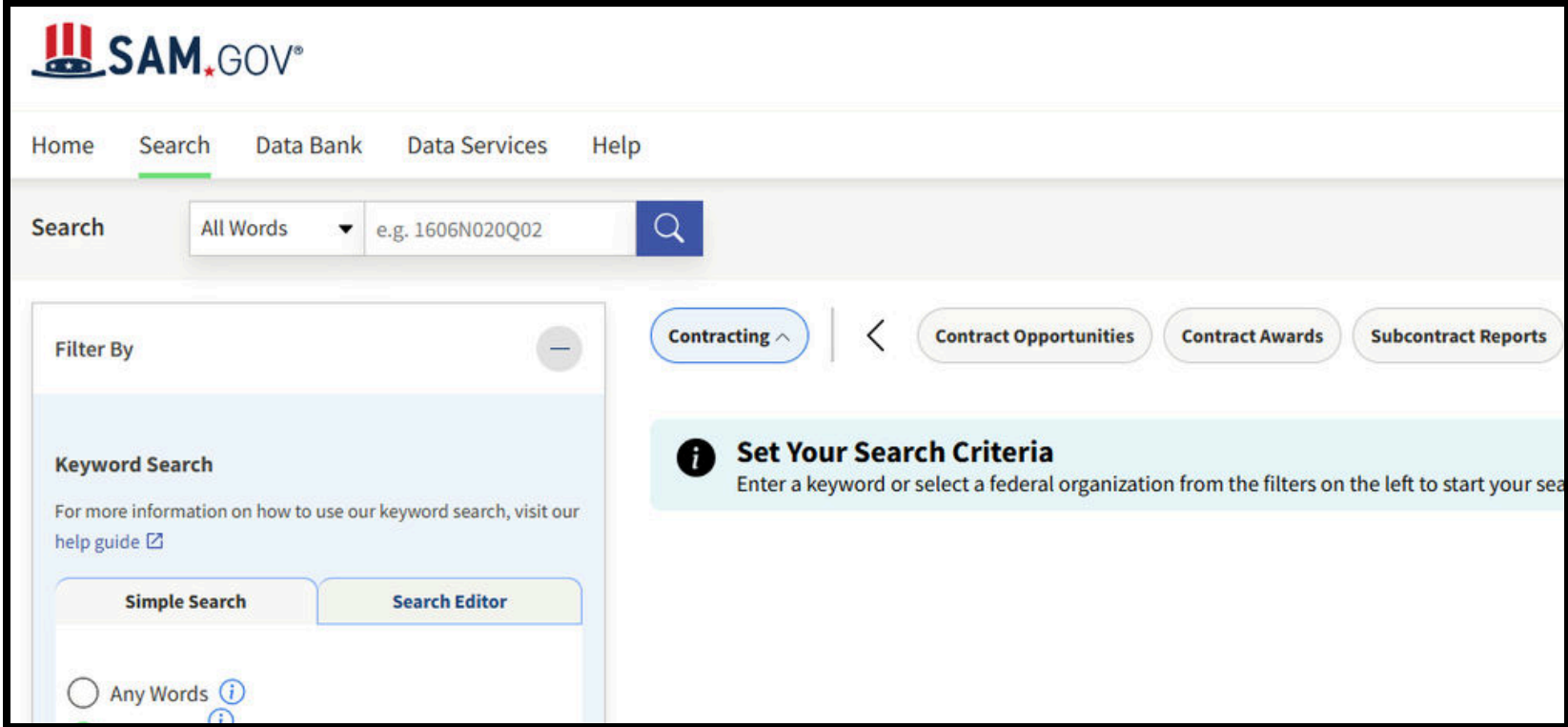
Form Type	Form Id	Company Name	Agency Name	Project Name	Contract \$
Intent	1418418	LAKESIDE INDUSTRIES INC	FISH AND WILDLIFE, WASH STATE DEPT OF	Lake Whatcom Access Redevelopment	\$78,606.91
Intent	1418367	LYNDEN SHEET METAL INC	BLAINE-BIRCH BAY PARK AND RECREATION DISTRICT	DIAGNOSE FURNACE	\$359.19

Primary Award Data Sources for Federal Purchasing

[USAspending.gov](https://www.usaspending.gov)



[SAM.gov](https://www.sam.gov)





1 Kitsap Economic Development Alliance

Mary Jo Juarez, Terry Homburg, James Davis



2 Thurston Economic Development Council

Grady Smith



3 Columbia River Economic Development Council

Maurice Clark



4 Economic Alliance Snohomish County

Cara Buckingham, Mark Johnson



5 Green River College

Darrell Sundell, Melinda Martirosian



6 Washington APEX Accelerator in Pierce County

Trena Payton, Maryam Lynch-Tate



7 Greater Spokane Incorporated

Aleesha Roedel



8 Tri-City Regional Chamber of Commerce

Maria Alleman

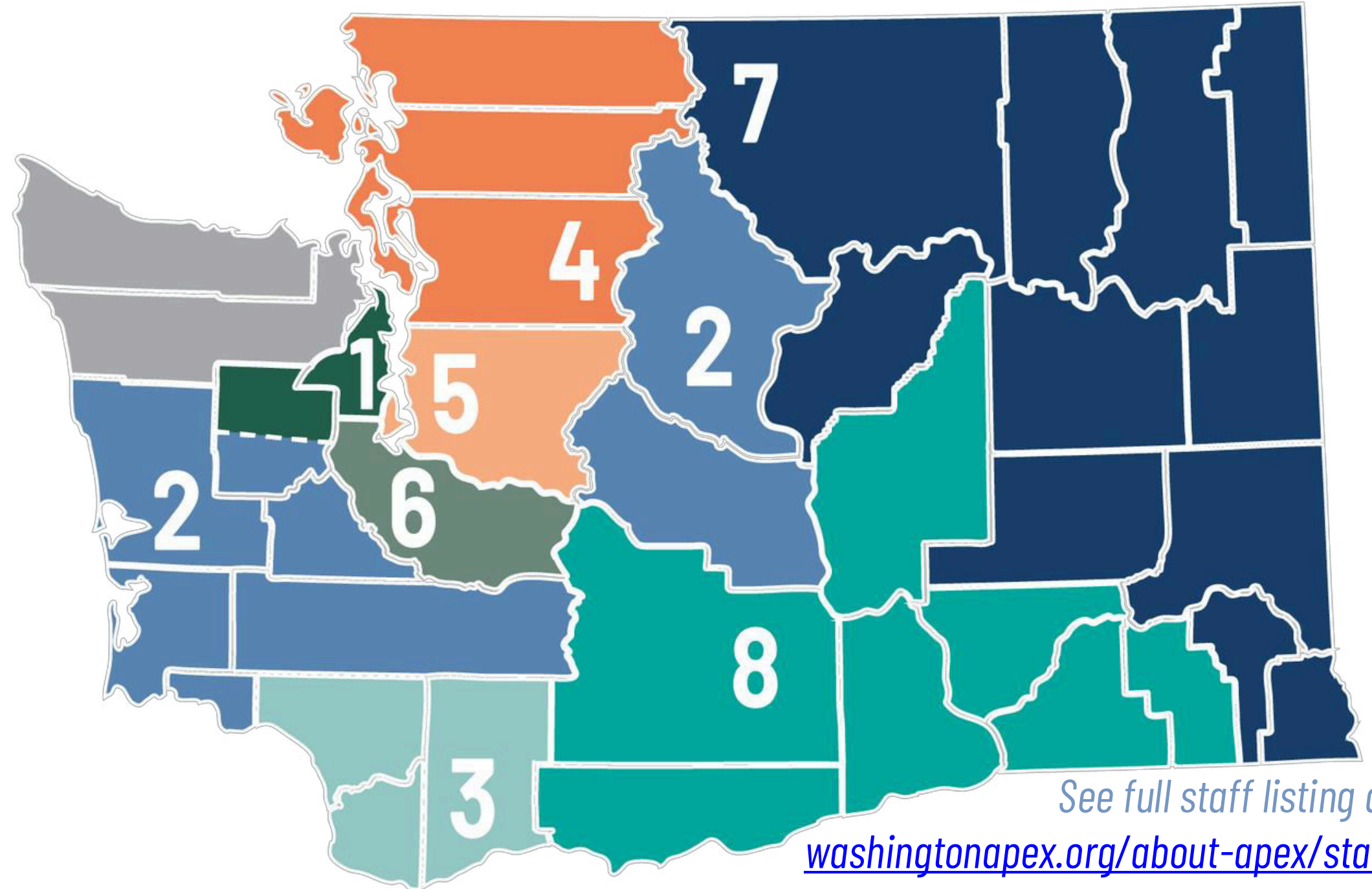
Other APEX Accelerators Serving Washington State

North Olympic Peninsula
APEX Accelerator:
clallam.org/apex

American Indian Chamber
Education Fund APEX
Accelerator: aicef-apex.org

NW Native Apex
Accelerator:
nnapex.org

Innovation & SBIR Program
washingtonapex.org/sbir



See full staff listing at
washingtonapex.org/about-apex/staff

360.860.6945 info@washingtonapex.org washingtonapex.org

"This APEX Accelerator is funded in part through a cooperative agreement with the Department of Defense."

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carab@economicalliancesc.org

For additional training opportunities, visit
[Washington APEX Accelerator's Calendar of Events](#)

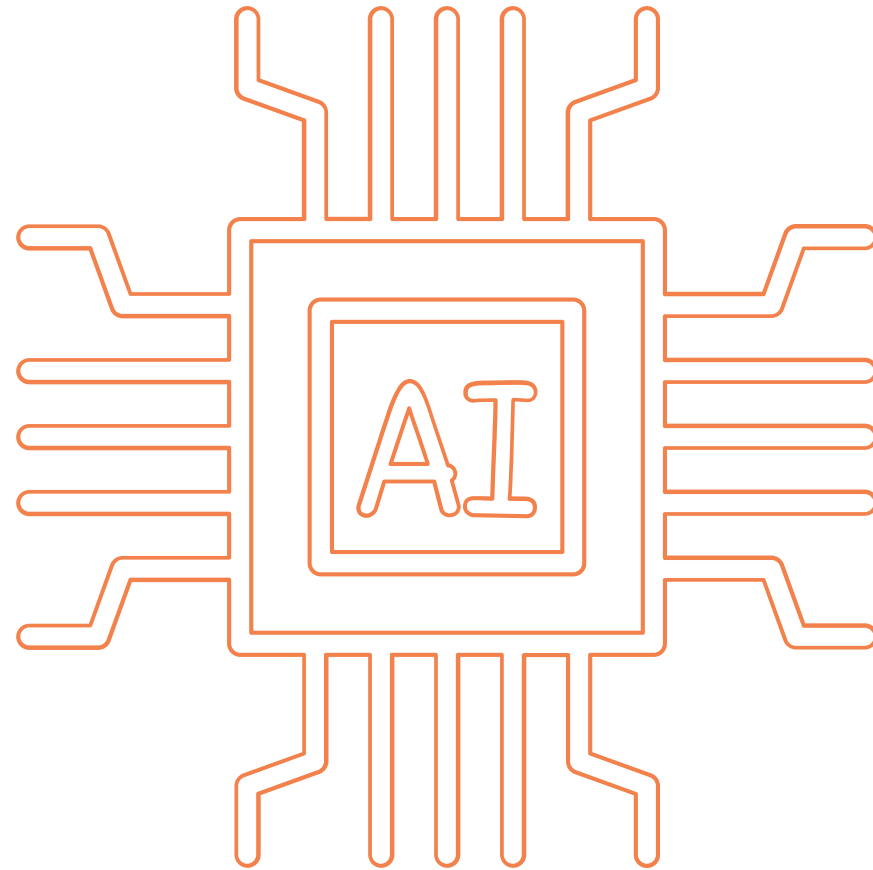




WASHINGTON
APEX
ACCELERATOR

Appendix – Using AI for Market Research, Prompt Engineering

Industry Codes and AI



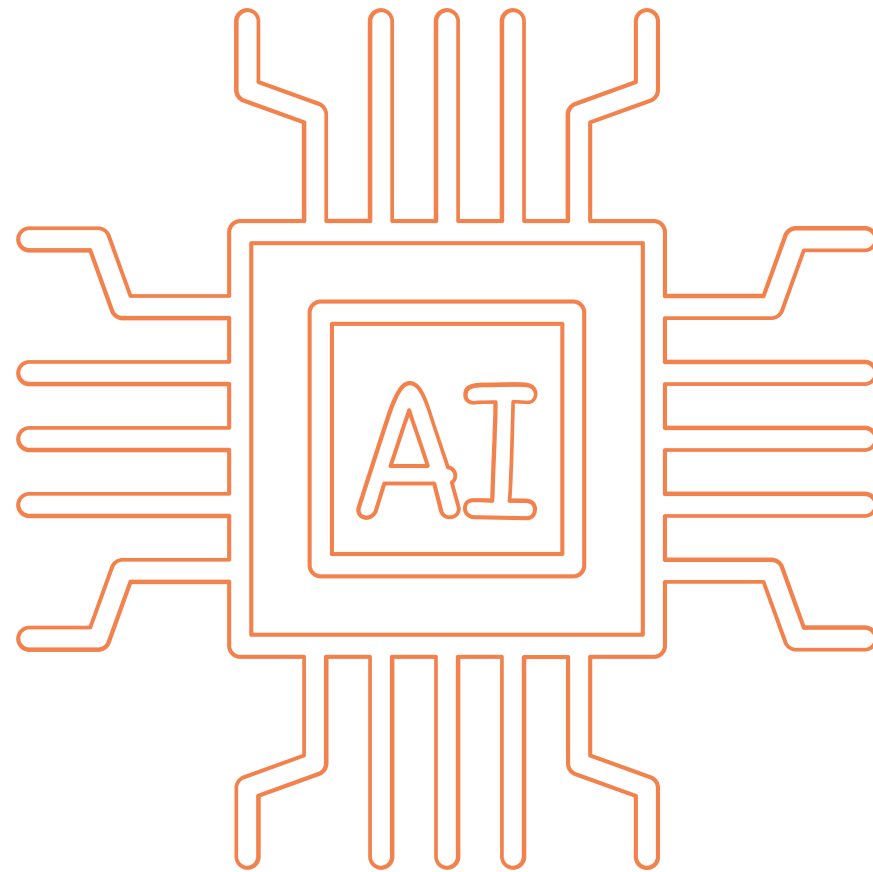
Like keywords, AI can be a useful tool to identify codes. Be sure to generate a list of codes before using the AI.

Role: Act as a government contracting business development analyst.

Context for Prompts

- I will upload a list of keywords and government industry codes that reflect my goods and services.
- Your task is to validate whether these codes accurately represent how this offering is positioned in government procurement and identify any additional relevant codes at the federal, state, and local levels.
- Use general knowledge of how government agencies buy these types of goods and services. Do not invent or cite specific dollar values, market sizes, or forecasts.

Industry Codes and AI Continued



Input Material

Upload the keyword list and the current list of industry codes.

Rules & Constraints

If you are unsure whether a code is genuinely used for this type of offering in government procurement, exclude it or flag it as low-confidence rather than assuming or inventing relevance.

Output Format

Produce two ranked lists:

- 1. Code Relevance** – how closely each code aligns with the company's goods and services
- 2. Market Presence** – how broadly each code appears across government buying categories

Exercise – Prompt Engineering:

Objective: Translate this company’s language into government-market language for early-stage B2G market exploration.

Role: Act as a government contracting business development analyst focused on how federal, state, and local buyers actually search for, describe, and procure these goods and services

Context: Use general knowledge of how federal, state, and local procurement is structured (major buyers, contracting vehicles, common requirements, and high-demand categories) to prioritize keywords. Do not invent or cite specific dollar values, market sizes, or forecasts.

Input material: Upload the list of human generated keywords as well as other relevant marketing materials to inform the search.

FLAG IT



If you are unsure whether a keyword is genuinely used in government procurement, exclude it or flag it as low-confidence rather than inventing or assuming.

GOVERNMENT SPEAK



Favor terminology that appears in solicitations, statements of work, capability statements, or program descriptions used by government agencies and primes, instead of commercial marketing language.

MARKET DISCOVERY



This is a market-discovery exercise. Do not narrow or filter using NAICS, PSCs, or contract vehicles yet.

FORMATTING 1



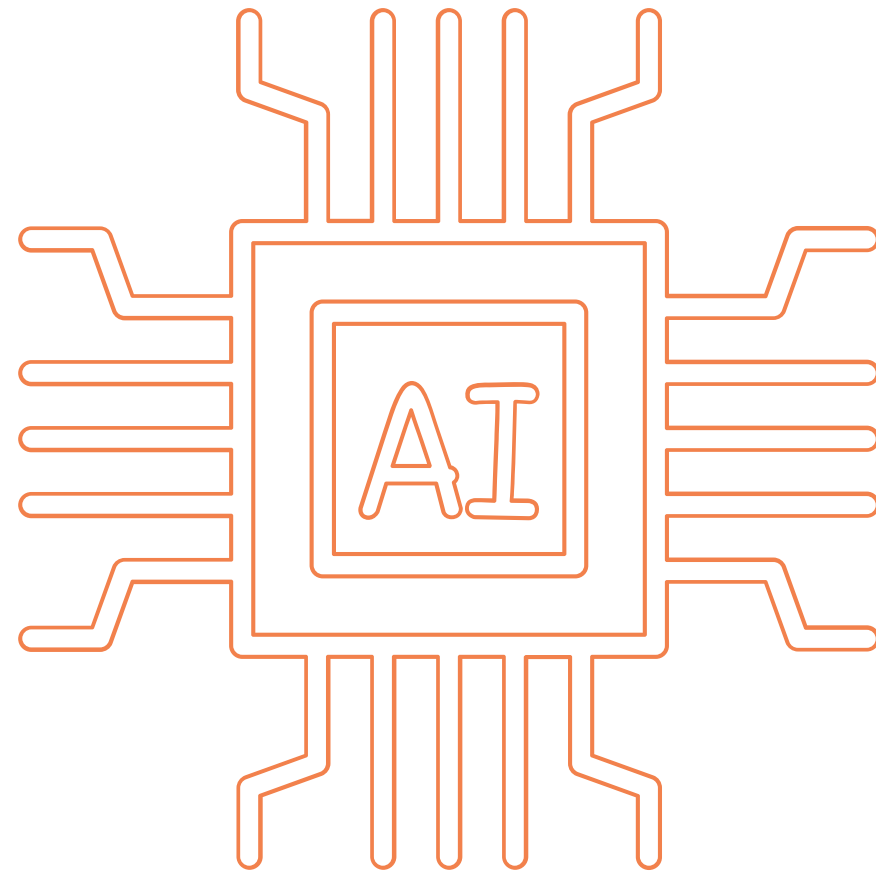
Keyword ranked list #1: Company relevance: Which government-style keywords most accurately describe what this company does, based on its materials?"

FORMATTING 2



Keyword ranked list #2: Market presence: Which of those keywords represent larger or more common government buying categories?

Award Data and AI



At its core, award data helps identify target agencies. Coupled with forecasting, it paints a picture of the demand market a specific buyer has for your good/service.

AI can help in a few ways, it can:

- Scan award data in real time, potentially finding data that you were unable to locate
- Recommend potential target agencies and markets if award data is unavailable or inconclusive
- Save time by compiling patterns of award data and forecasting simultaneously, helping validate list of target agencies

Award Data and AI Continued - Prompt

Objective: Use historical award patterns and forward-looking signals to identify which government agencies are the strongest potential buyers for this company's goods or services.

Role: Act as a government contracting business development analyst focused on public-sector demand and buyer behavior.

Context:

I will provide keywords, industry codes, and (if available) award or spend data.

Your task is to use these inputs, along with general knowledge of how federal, state, and local agencies buy these types of goods and services, to identify likely target agencies and buyer segments.

Do not invent or cite specific dollar values, contract counts, or forecasts unless they are directly provided.

Input Material

- Company keywords
- Industry codes (NAICS, PSC, NIGP, etc.)
- Award or spend data
- Parameters



Award Data and AI Continued – Prompt

Rules & Constraints

- If award data is incomplete or unavailable, use procurement structure and known buying patterns to infer likely buyers, but clearly distinguish inference from confirmed data.
- Do not fabricate spending amounts, agency budgets, or contract volumes.
- Prioritize agencies that are plausible, recurring buyers of this type of good or service.

Output Format – Produce three lists

- **Confirmed Buyers:** Agencies that appear in the provided award or spend data for this type of good or service.
- **Likely Buyers:** Agencies that do not appear in the data provided but are structurally strong candidates based on how government buys these offerings.
- **Buyer Segments:** Common types of agencies (e.g., transportation departments, public works, health agencies, defense logistics, school districts) that typically purchase this category of good or service.